







Market Value Analysis – Akron, OH

March 20-22, 2017

Reinvestment Fund

Reinvestment Fund builds wealth and opportunity for low-wealth communities and low and moderate income individuals through the promotion of socially and environmentally responsible development.

We achieve our mission through:

Capital.

Grants, loans, and equity investments

Knowledge.

Information and policy analysis

Innovation.

Products, markets, and strategic partnerships

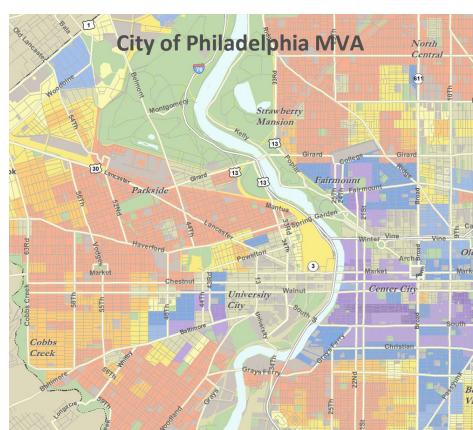


The Market Value Analysis

The Market Value Analysis (MVA) is a tool to assist residents and policymakers identify and understand the elements of their local real estate markets. It is an objective, data-driven, tool built on local administrative data and validated with local

experts.

With an MVA, public officials and private actors can more precisely target intervention strategies in weak markets and support sustainable growth in stronger markets.



Our Normative Assumptions

When analyzing markets we begin with these principles:

- Public subsidy is scarce; acting alone, subsidies cannot create a market
- Public policy and subsidy must leverage private investment or create conditions for investment to occur
- In distressed markets, build from strength by investing near strong assets
- All residents are customers with an expectation of quality public services and amenities
- The best decisions are based on the sound and objective analysis of quantitative and qualitative data

Who is Using the MVA?

MVAs have been funded by government agencies, local foundations, and financial institutions in cities and counties around the country:

- Philadelphia, PA
- Washington, DC
- Baltimore, MD
- San Antonio, TX
- Camden, NJ
- Newark, NJ
- Selected (8) NJ regions
- Kansas City, MO

- New Orleans, LA
- State of Delaware
- Detroit, MI
- Houston, TX
- Milwaukee, WI
- Pittsburgh, PA
- St. Louis, MO
- Atlantic City, NJ
- Richmond, VA

- Reading Area, PA
- Jacksonville, FL
- Wilmington, DE
- Prince George's County, MD
- Indianapolis, IN
- Selma, AL
- Allegheny County, PA



The MVA Processes

Acquire local administrative data and geocode to Census block group geographies.

Manually inspect and validate data layers by driving the area.

Use statistical cluster analysis to identify areas with common attributes.

Manually inspect areas for conformity with local experts to assess fit

Alter parameters; re-solve and re-inspect until model accurately represents area

Summarize and describe the characteristics of each market

Lessons from 15+ years of experience

Validating Data is Critical.

Researchers must visit the city to understand the data

Geographic Scale Matters.

Census tract and MSA geographies do not accurately reflect real markets.

Iterative

One Size Does Not Fit All.

Measurement scales and the appropriate number of clusters are different in every city.

Integrate Local Knowledge.

All Models are tested with local experts to incorporate qualitative feedback from each geography.

Incorporating Local Knowledge and Expertise

The **Local Steering Committee** works with the Reinvestment Fund team to help adapt the MVA methodology to the local context, review interim findings, and affirm final results.

Tasks and Responsibilities

Help Team Secure Local Housing Data Help Validate Models and Methods

Contribute Local
Knowledge of Markets

Advise on Data Issues and Limitations

Support Dissemination with Community

Recommend Strategic Actions for Public & Private Actors

Organizations on the Akron Steering Committee

- Akron Community Foundation
- Akron-Cleveland Realtors Association
- Akron Metropolitan Housing Authority
- Canal Town Builders
- City of Akron
- Cleveland Urban Land Institute

- DeHoff Development Company
- East Akron Neighborhood Development Corp.
- Economic Community Development Institute
- Ederer Construction
- Federal Reserve Bank of Cleveland
- Fifth Third Bank

- First Merit/Huntington
- Fund for Our Economic Future
- GAR Foundation
- Greater Akron
 Homebuilders Assn.
- John S. and James L. Knight Foundation
- Summit County Land Bank

- Testa Companies
- Third Federal Savings & Loan





I. Market Characteristics

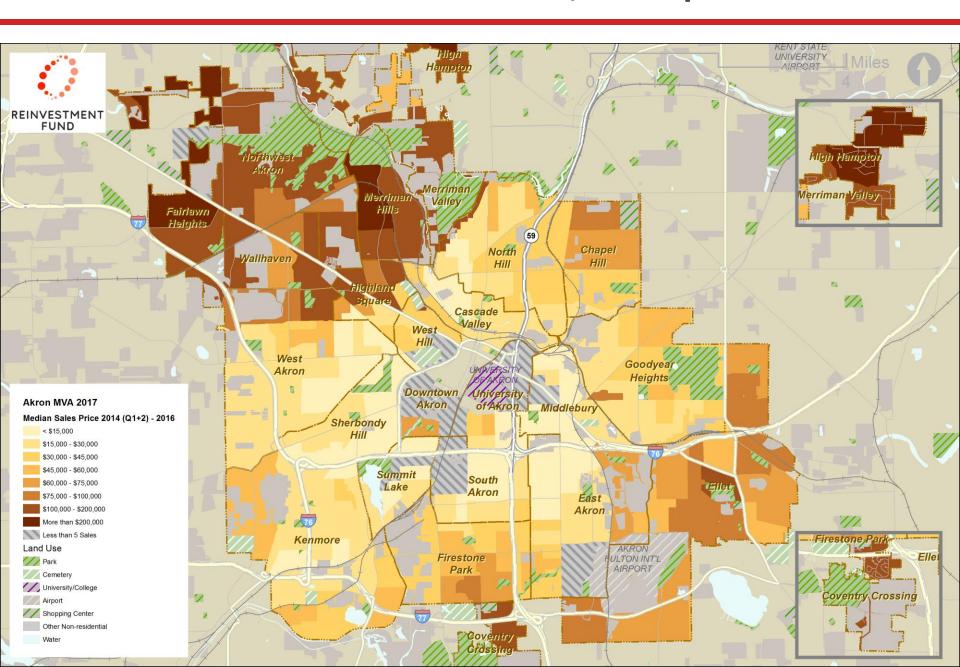
Analyzing the characteristics of the residential real estate market in Akron.

Market Indicators

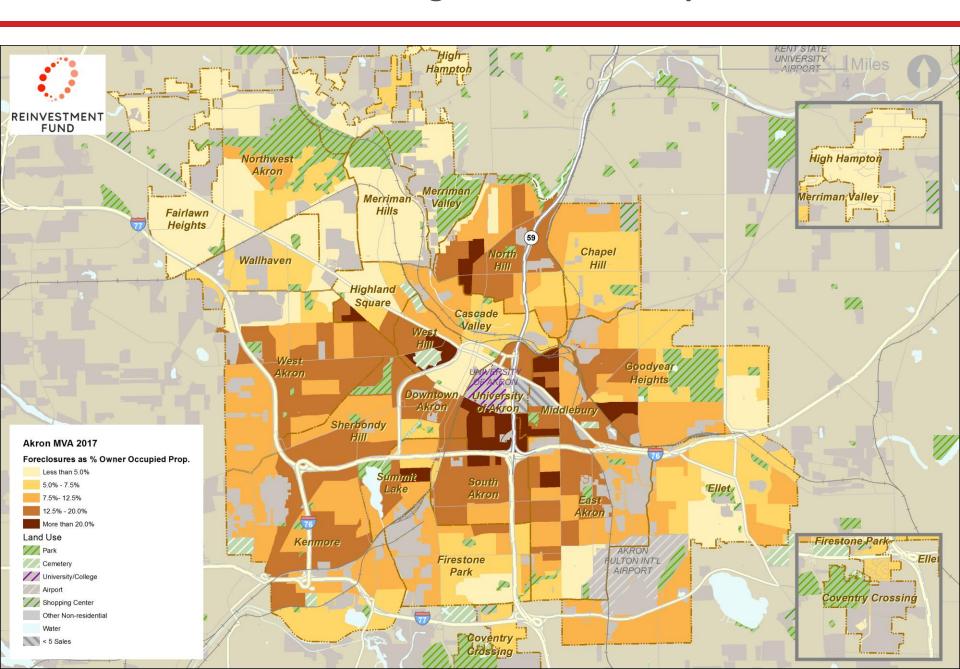
MVA Variables, Sources, and Definitions

	Variable	Definition	Source
December	Median Home Values, 2014Q3-2016	The median value of all residential home sales occurring between 2014 Q3 and 2016, excluding homes purchased for values below \$1,000 or above \$3,000,000	Akron Cleveland Assoc. of REALTORS
Property Values and Investment	Variation of Sales Price, 2014Q3-2016	The variation of homes values (Average Value ÷ Standard Deviation)	Akron Cleveland Assoc. of REALTORS
	Share of Homes with Permits, 2014-16	The share of residential properties with non-demolition permits issued between 2014 and 2016	City of Akron Plans and Permits
	Share of Mortgage Foreclosures, 2014 - 2016	Share of owner-occupied residential properties that had a mortgage foreclosure filing from 2014 - 2016	Summit County Clerk of Courts
Blight, Distress, and	Share of Homes with an Active Code Enforcement Case	The share of residential properties that were issued a maintenance-related violation	City of Akron Housing Division
Vacancy	Vacant Properties as a Share of Residential Properties	The share of residential properties that either had a water shutoff or were found vacant and open	Thriving Land Inst. / City of Akron Public Utilities Bureau
	Density of Housing Units	Number of households per acre of land	Dept. of Planning and Urban Development
Housing Characteristics	Percent Owner Occupied Households	Percent of households that reported owning their home	Census (2010)
	Share of Renter Households with Subsidy	Number of subsidized units (public housing and voucher) as a share of renter households	Akron Metro. Housing Authority

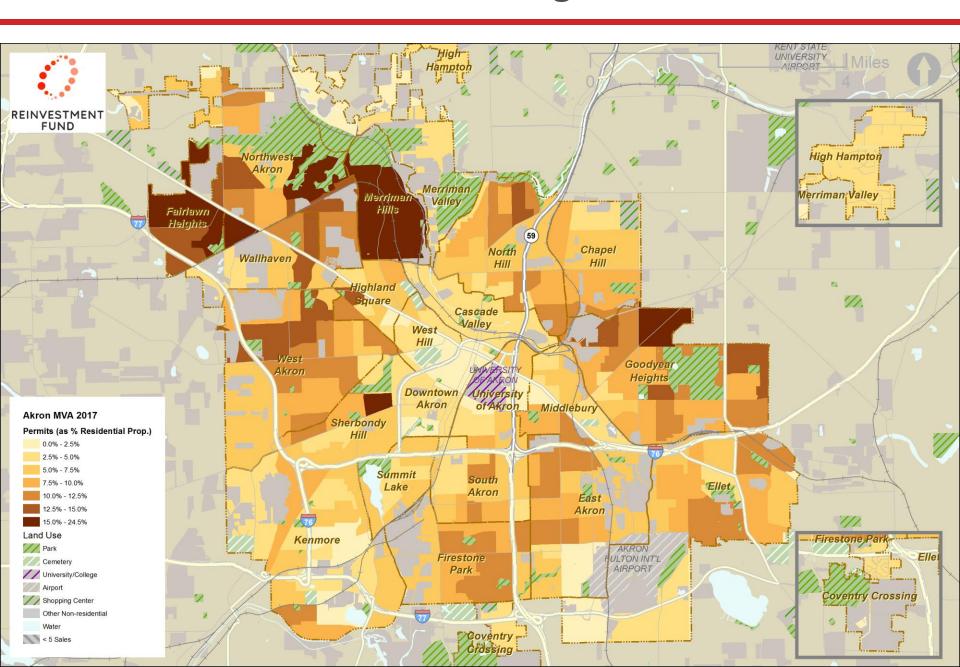
Median Residential Sales Prices, 2014q2 - 2016



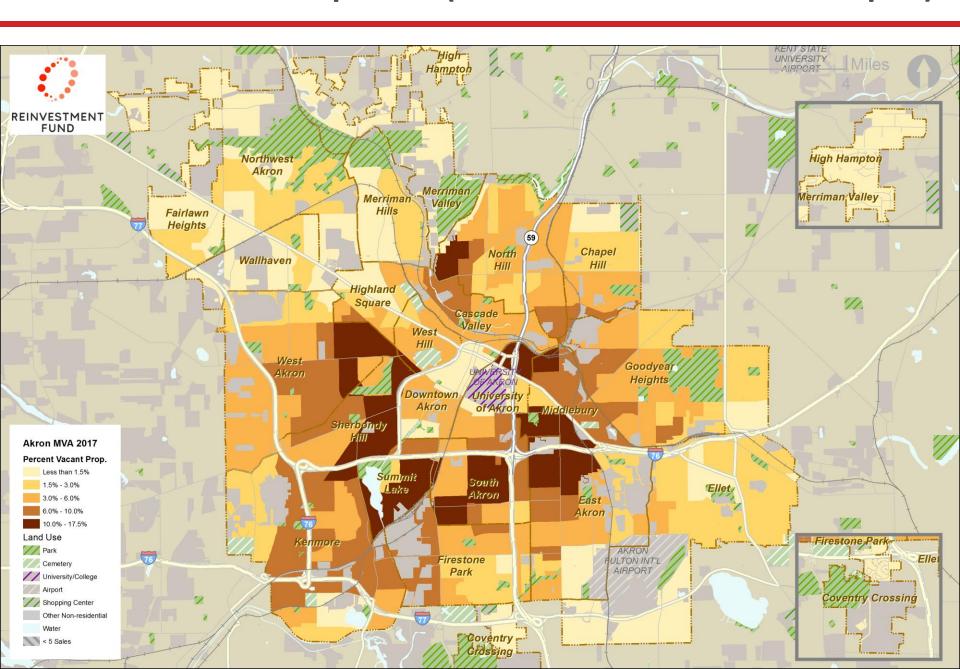
Foreclosures as a Percentage of Owner Occupied Households



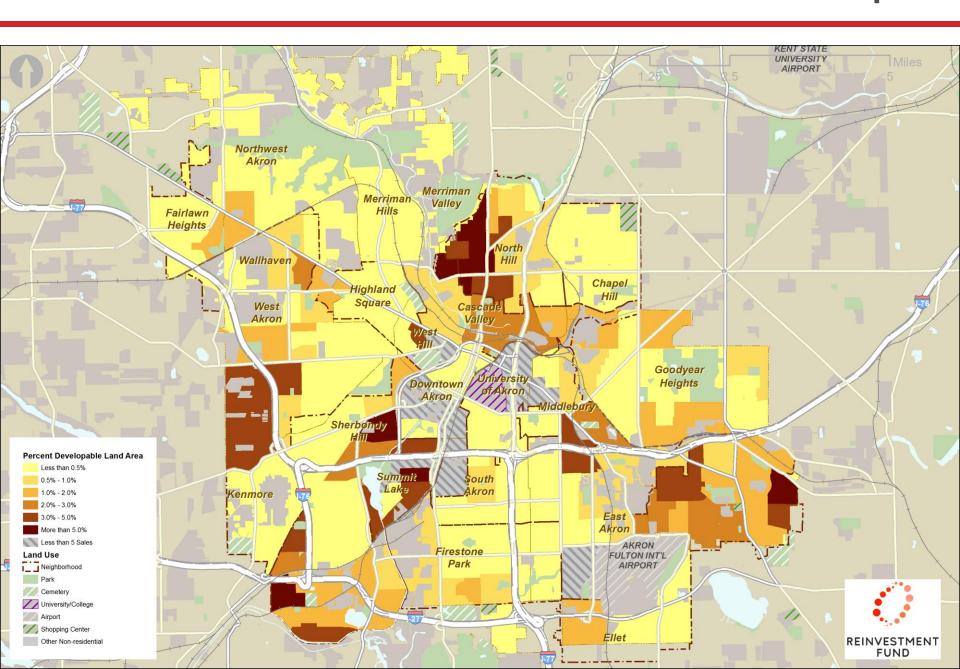
Permits as a Percent of Housing Units



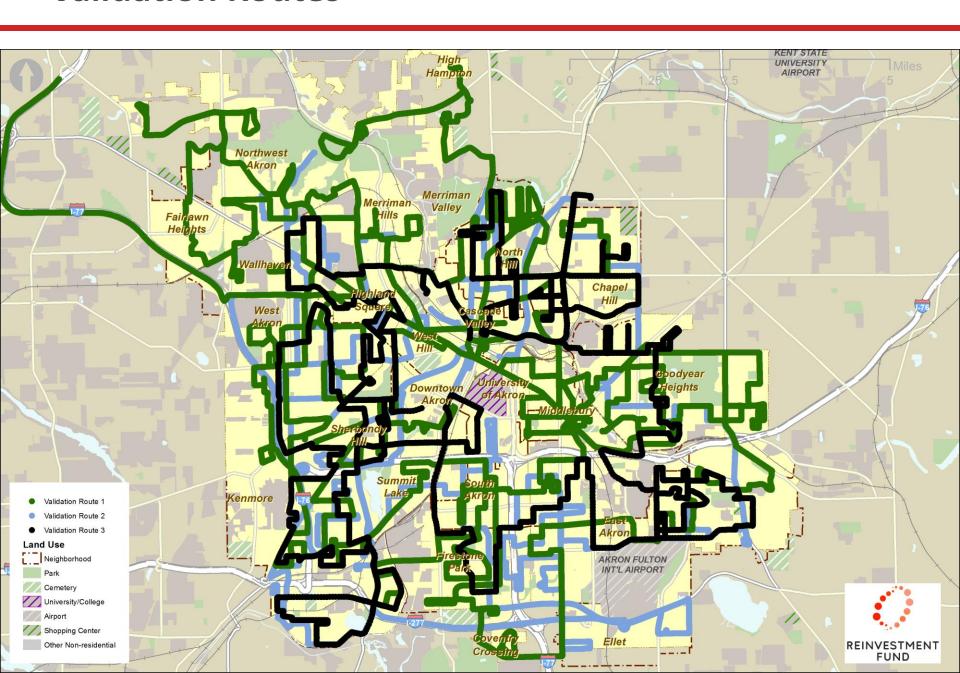
Percent Vacant Properties (Water Shutoff & Vacant - Open)



Percent Residential Land Area that Could be Developed



Validation Routes





II. Market Value Analysis Results

Characterizing the strength of residential real estate markets in Akron

- Interpreting the MVA
- Market Characteristics
- Akron Maps

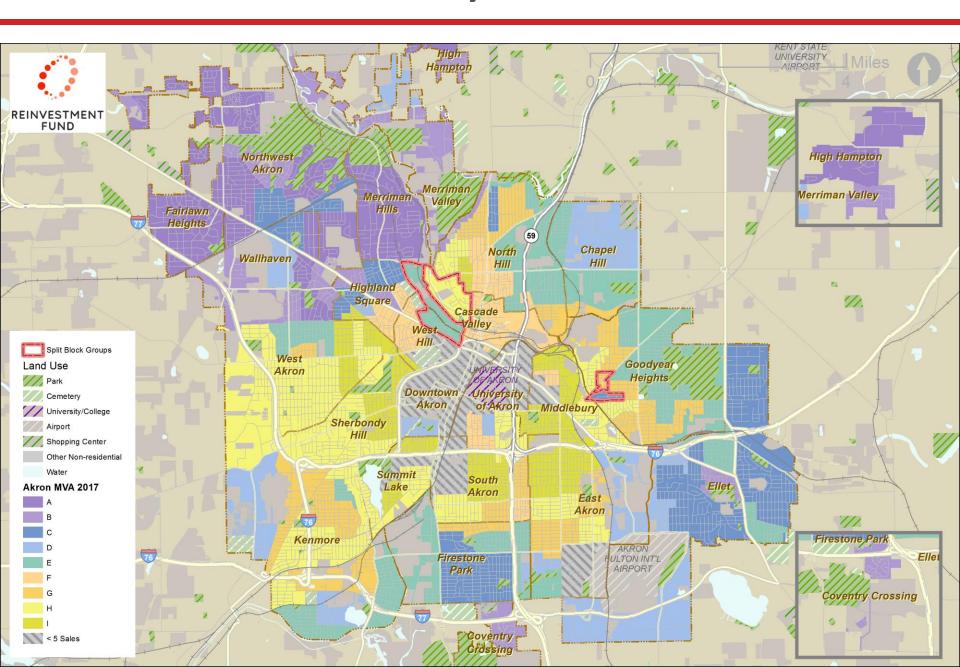
Akron Market Value Analysis 2017

Average Characteristics for Akron Market Types

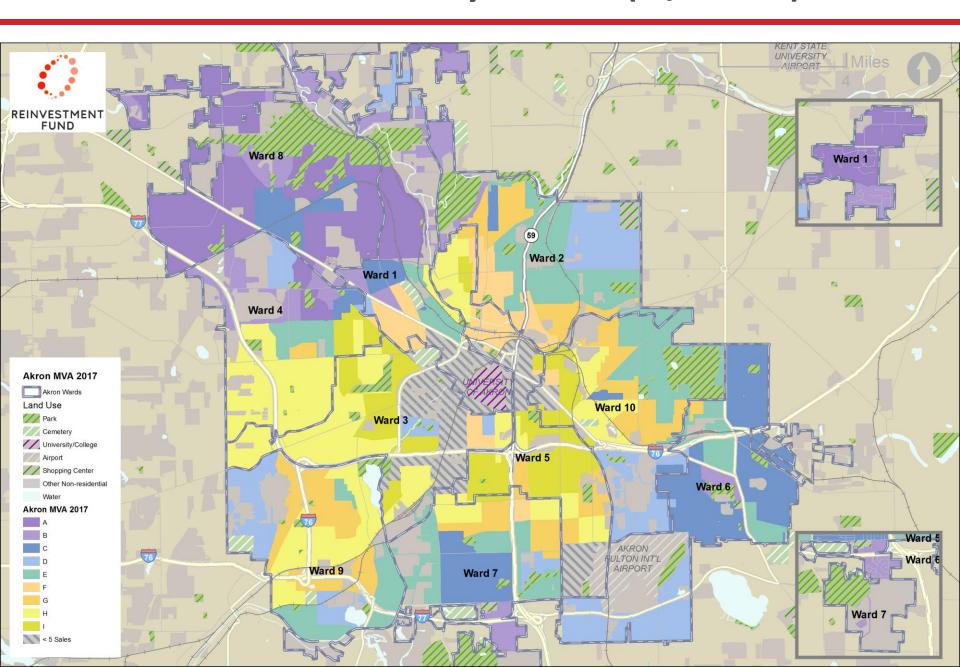
	Median Sales Price	'ar Sales Price	Household Density	Percent Owner Occupied	Percent Dev. Land	Percent Subsidized Households	Percent Homes with Violations	Percent Homes with Permits	Percent Vacant Homes	Percent Foreclosure
A (20)	\$177,700	0.45	1.6	91%	0.4%	5%	1%	12%	1%	3%
В (16)	\$128,800	0.43	2.4	46%	0.3%	12%	1%	3%	1%	4%
C (29)	\$77,000	0.46	4.1	75%	1.0%	5%	1%	10%	2%	6%
D (16)	\$62,100	0.55	3.1	40%	0.5%	20%	1%	4%	1%	9%
E (30)	\$42,800	0.58	3.3	71%	0.6%	15%	1%	9%	3%	8%
F (14)	\$26,600	0.75	6.6	28%	2.2%	13%	4%	5%	4%	17%
G (30)	\$25,000	0.64	4.8	65%	0.7%	18%	2%	8%	5%	12%
H (37)	\$16,400	0.75	3.9	50%	1.5%	25%	4%	7%	8%	14%
I (24)	\$9,100	0.59	4.2	45%	1.4%	30%	6%	8%	12%	17%



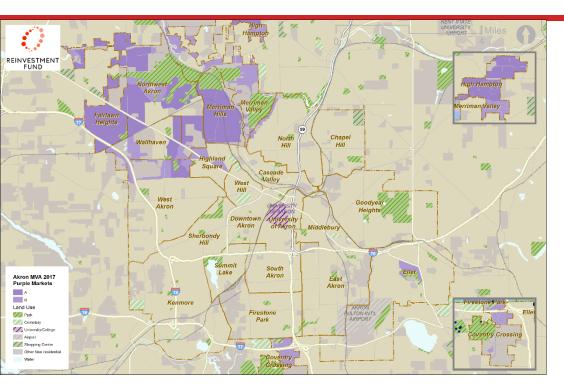
Akron Market Value Analysis 2017



Akron Market Value Analysis 2017 (w/Wards)



Market Characteristics: Purple Markets

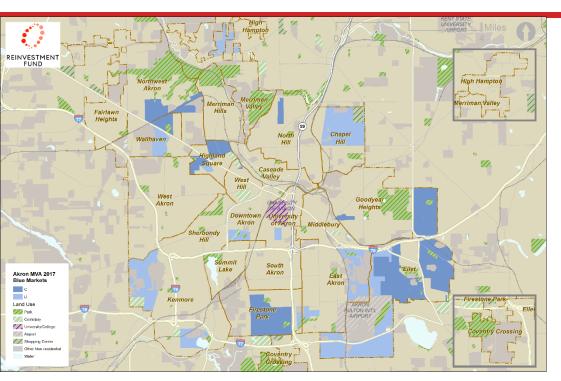


- Highest home values
- Home to 20% of residents
- "A" markets have high owner occupancy and permitting activity.
- "B markets have low levels of owner occupancy, distress, and permitting activity.

Purple Markets

	Α	В
Median Sales Price	\$177,700	\$128,800
Var. Sales Price	0.45	0.43
Household Density	1.6	2.4
Percent Owner Occ.	91%	46%
Percent Dev. Land	0.4%	0.3%
Percent Subsidized Households	5%	12%
Percent Homes with Violations	1%	1%
Percent Homes with Permits	12%	3%
Percent Vacant Homes	1%	1%
Percent Foreclosure	3%	4%

Market Characteristics: Blue Markets

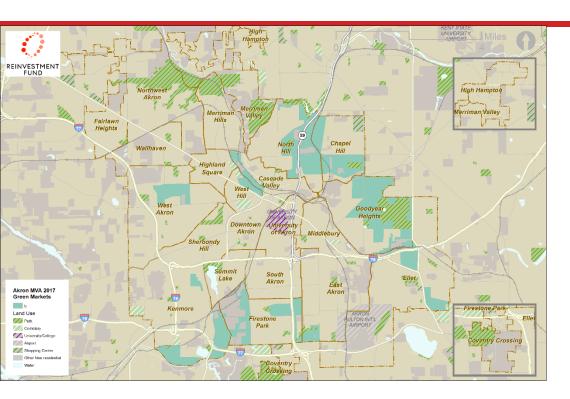


- Moderate home values
- Home to 21% of residents
- "C" markets have higher than average levels of permitting activity and low levels of public subsidy.
- "D" markets have higher levels of public subsidy and foreclosure than other middle markets.

Blue Markets

	С	D
Median Sales Price	\$77,000	\$62,100
Var. Sales Price	0.46	0.55
Household Density	4.1	3.1
Percent Owner Occ.	75%	40%
Percent Dev. Land	1.0%	0.5%
Percent Subsidized Households	5%	20%
Percent Homes with Violations	1%	1%
Percent Homes with Permits	10%	4%
Percent Vacant Homes	2%	1%
Percent Foreclosure	6%	9%

Market Characteristics: Green Markets

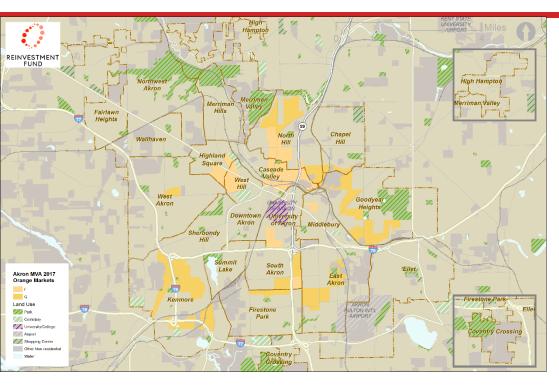


- Moderate home values
- Home to 14% of residents
- "E" markets have higher than average levels of permitting activity and public subsidy.

Green Markets

	E
Median Sales Price	\$42,800
Var. Sales Price	0.58
Household Density	3.3
Percent Owner Occ.	71%
Percent Dev. Land	0.6%
Percent Subsidized Households	15%
Percent Homes with Violations	1%
Percent Homes with Permits	9%
Percent Vacant Homes	3%
Percent Foreclosure	8%

Market Characteristics: Orange Markets

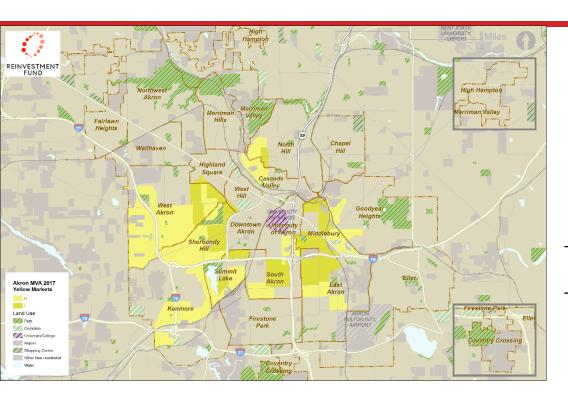


Orange Markets

- Low home values
- Home to 17% of residents
- "F" markets are the most dense, have the fewest owner occupants, and the most developable land.
- "G" markets have elevated density, average levels of owner occupancy, and elevated levels of housing distress.

	F	G
Median Sales Price	\$26,600	\$25,000
Var. Sales Price	0.75	0.64
Household Density	6.6	4.8
Percent Owner Occ.	28%	65%
Percent Dev. Land	2.2%	0.7%
Percent Subsidized Households	13%	18%
Percent Homes with Violations	4%	2%
Percent Homes with Permits	5%	8%
Percent Vacant Homes	4%	5%
Percent Foreclosure	17%	12%

Market Characteristics: Yellow Markets



- Lowest home values
- Home to 24% of residents
- "H" and "I" markets have the highest levels of vacant homes, homes in foreclosure, and publicly subsidized rental homes.

Yellow Markets

	Н	1
Median Sales Price	\$16,400	\$9,100
Var. Sales Price	0.75	0.59
Household Density	3.9	4.2
Percent Owner Occ.	50%	45%
Percent Dev. Land	1.5%	1.4%
Percent Subsidized Households	25%	30%
Percent Homes with Violations	4%	6%
Percent Homes with Permits	7%	8%
Percent Vacant Homes	8%	12%
Percent Foreclosure	14%	17%

2010 Census Population and Housing Units by Market Category

	Block	Groups	Popul	lation	House	eholds	Renter Occupi	ed Households	Owner Occupi	ed Households
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Α	20	9%	23,347	11%	9,690	11%	779	2%	8,911	17%
В	16	7%	20,300	9%	10,100	11%	5,318	14%	4,782	9%
С	29	13%	27,731	13%	12,101	13%	3,118	8%	8,983	17%
D	16	7%	19,656	9%	9,359	10%	5,838	15%	3,521	7%
E	30	13%	29,990	14%	12,775	14%	3,837	10%	8,938	17%
F	14	6%	11,940	6%	4,988	5%	3,631	9%	1,357	3%
G	30	13%	23,814	11%	9,647	11%	3,379	9%	6,268	12%
н	37	16%	31,722	15%	13,004	14%	6,530	17%	6,474	12%
1	24	11%	18,345	9%	6,724	7%	3,705	10%	3,019	6%
Not Classified	9	4%	8,685	4%	2,973	3%	2,671	7%	302	1%
Total	225	100%	215,530	100%	90,854	100%	38,806	100%	52,555	100%





III. Building on the Market Value Analysis

Contextualizing social, economic and public health outcomes with housing market characteristics

Point-level Analyses

Geographic-level Analyses

Building on the Market Value Analysis

Overlays Building on the MVA

Publicly Owned Properties

Location of City of Akron and Land Bank owned properties

Assemblage Properties

Location of abandoned, tax foreclosed, or developable parcels

Crime

Density of crime across MVA Clusters

Public Investments

Areas with concentrated public investments

GOPC Study

Overlaying 'Build in Akron' and the MVA

Mortgage

Activity

Identifying areas with high and low residential originations or denials

Additional Akron Data

Year Constructed

When residential parcels were built

Investor Owned Parcels

Location of business

districts compared to

residential markets

Business

Districts

Location of investorowned parcels compared to residential markets

Job Clusters

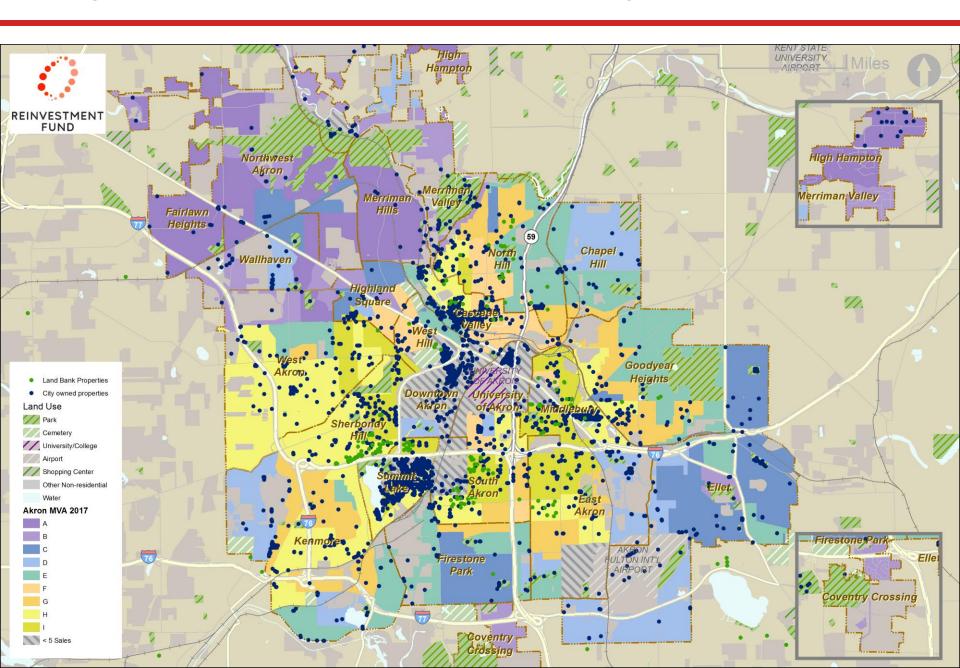
Location of workers with income levels that support new development

Multifamily development

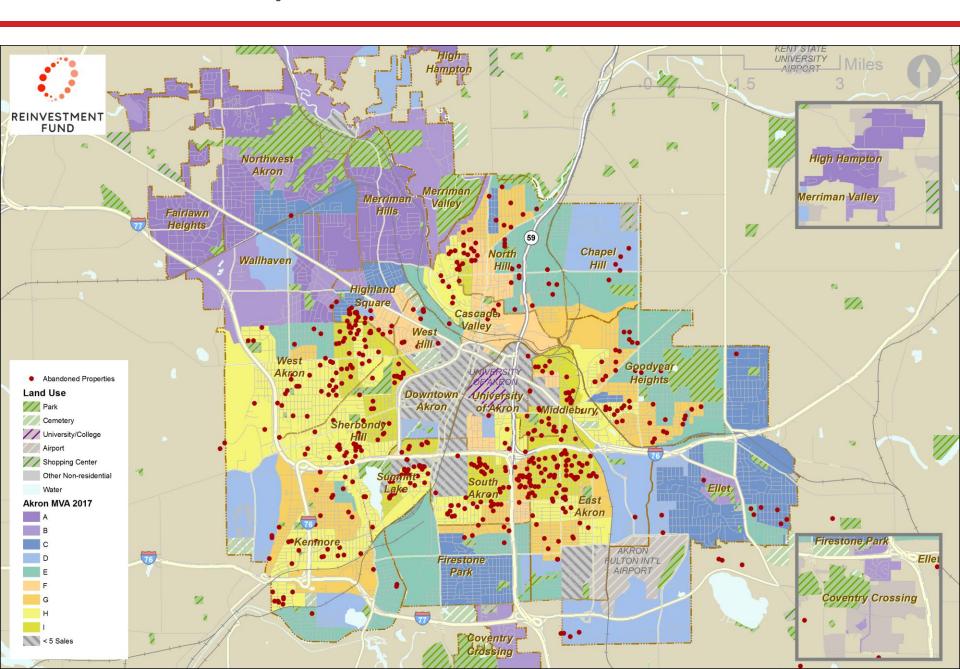
Areas with the potential for greater residential density



City of Akron and Land Bank Owned Properties



Abandoned Properties

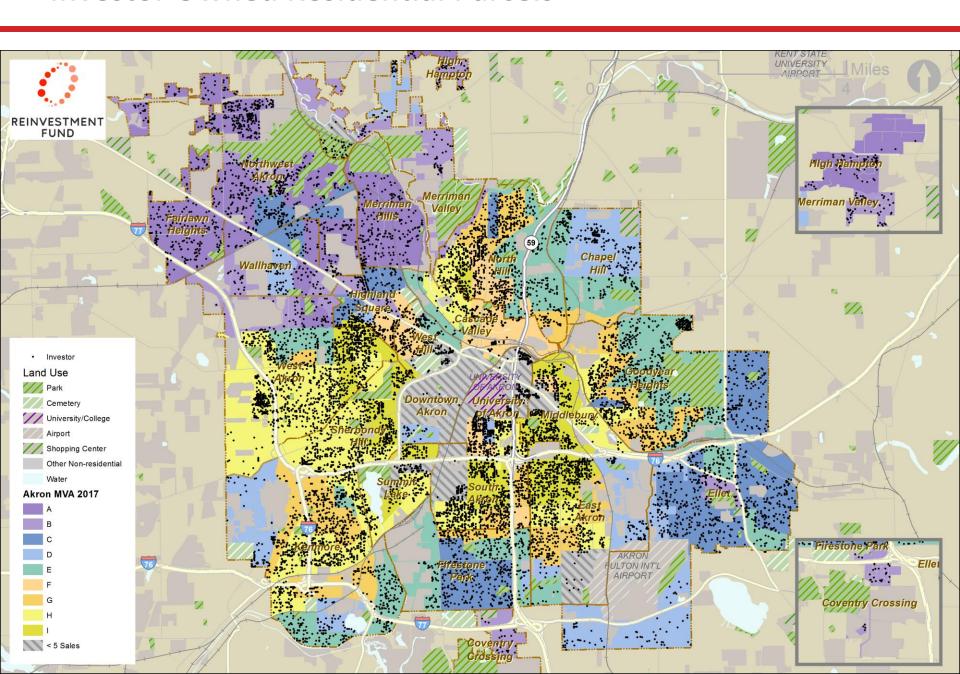


Counts of City, Land Bank, and Abandoned Properties by Market Type

	City of Akron	Percent of City Owned	Land Bank	Percent of Land Bank Owned
Α	65	2%	0	0%
В	127	5%	0	0%
С	94	3%	1	1%
D	159	6%	5	3%
E	225	8%	10	5%
F	241	9%	9	5%
G	165	6%	7	4%
Н	761	28%	65	34%
1	352	13%	61	32%
< 5 Sales	561	20%	35	18%
Total	2,750	100%	193	100%



Investor Owned Residential Parcels

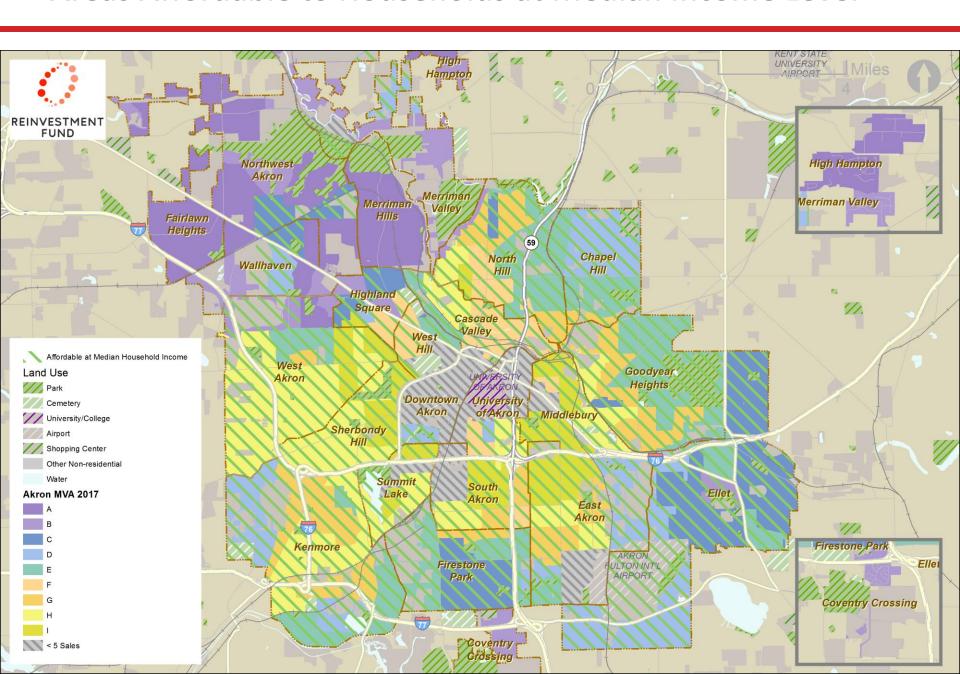


Counts of Investor Owned Parcels by Market Type

	Investor Owned	Percent of Investor Owned	Percent of Residential Parcels
Α	1,712	11%	16%
В	1,047	7%	15%
С	1,372	9%	11%
D	1,010	7%	16%
E	1,867	12%	13%
F	972	6%	25%
G	1,669	11%	15%
н	3,019	20%	19%
1	1,994	13%	23%
< 5 Sales	614	4%	29%
Total	15,276	100%	16%



Areas Affordable to Households at Median Income Level

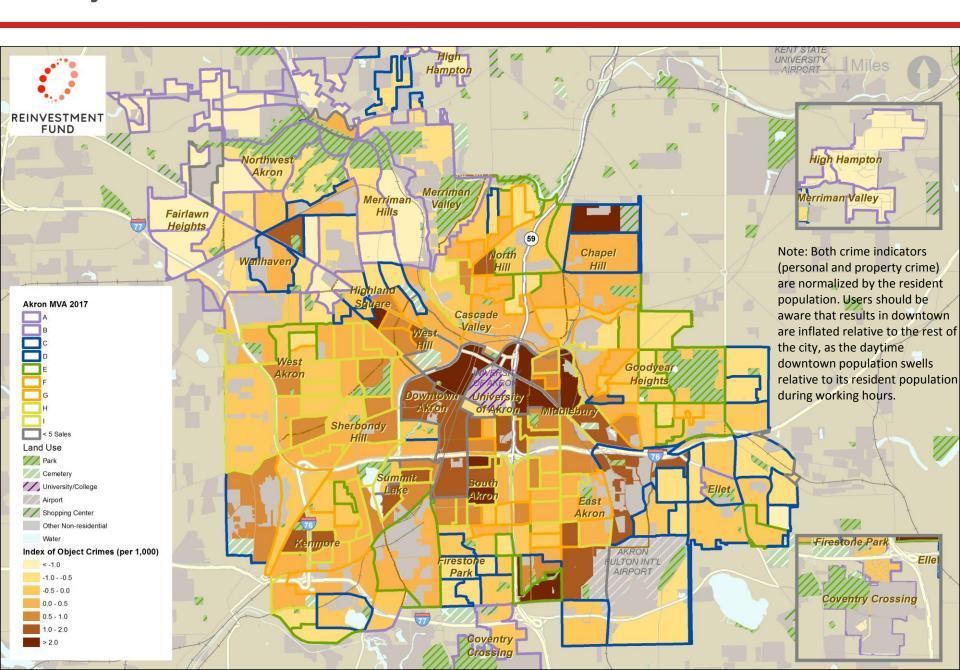


Crime Index with MVA Markets, Methodology

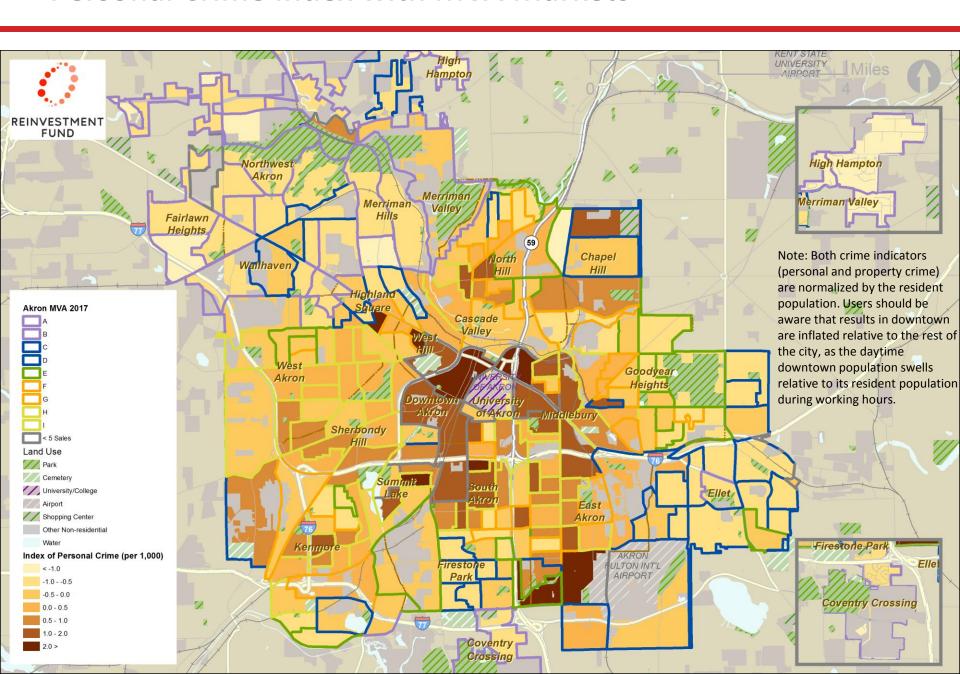
- Includes all Part One Crimes from 2012 2016
 - Normalized per 1,000 persons in a block group
 - Displayed as an Index ranging from values with lower than average crime per person to higher than average (Average = 0)
- Part One Crimes:
 - Personal:
 - Murder
 - Rape
 - Robbery
 - Assault
 - Object:
 - Burglary
 - Larceny-theft
 - Arson
 - Motor vehicle theft



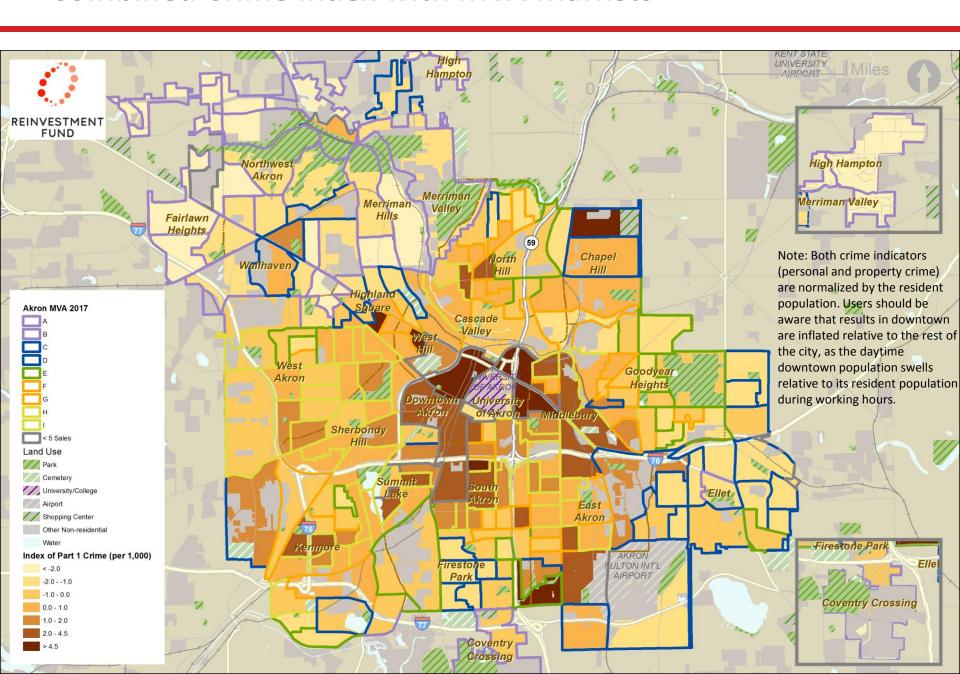
Object Crime Index with MVA Markets



Personal Crime Index with MVA Markets



Combined Crime Index with MVA Markets



Mortgage Activity

From 2013 to 2015, 15,468 **home purchase applications** were filed in Akron. Citywide, 77% of applications were approved, however, approval and denial rates varied considerably between market types.

In purple ("A" and "B") markets, 80% of applications were approved and only 9% were rejected. In yellow ("H", and "I") markets, only 56% of applications were approved while 31% were rejected.

From 2013 to 2015, 9,521 **home refinance applications** were filed in Akron. Citywide, 55% of applications were approved, however, the approval and denial rates varied considerably between market types.

In purple ("A" and "B") markets 60% of applications were approved and 28% were rejected. In yellow ("H", and "I") markets, only 40% of applications were approved while 47% were rejected.

Home Purchase Applications, 2013-2015*

Home Refinance Applications, 2013-2015*

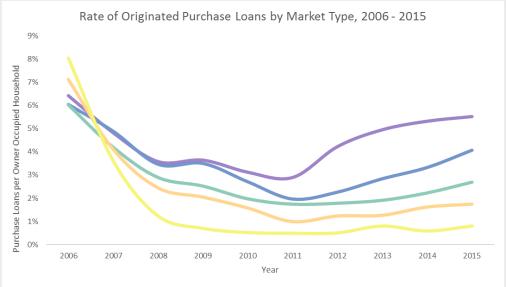
				Treme nemanice approaches, 2020 2020					
	Approved Apps	Rejected Apps	Withdrawn Apps	Total Apps		Approved Apps	Rejected Apps	Withdrawn Apps	Total Apps
Purple	2,271	244	332	2,847	Purple	2,252	1,035	462	3,749
Markets	(80%)	(9%)	(12%)	(100%)	Markets	(60%)	(28%)	(12%)	(100%)
Blue	1,099	150	140	1,389	Blue	1,163	759	204	2,126
Markets	(79%)	(11%)	(10%)	(100%)	Markets	(55%)	(36%)	(10%)	(100%)
Green	650	122	89	861	Green	866	565	179	1,610
Markets	(75%)	(14%)	(10%)	(100%)	Markets	(54%)	(35%)	(11%)	(100%)
Orange	457	106	68	631	Orange	677	564	126	1,367
Markets	(72%)	(18%)	(11%)	(100%)	Markets	(50%)	(41%)	(9%)	(100%)
Yellow	131	73	28	232	Yellow	266	314	89	669
Markets	(56%)	(31%)	(12%)	(100%)	Markets	(40%)	(47%)	(13%)	(100%)
All Markets	4,608 (77%)	695 (12%)	657 (11%)	5,960 (100%)	All Markets	5,224 (55%)	3,237 (34%)	1,060 (11%)	9,521 (100%)

^{*}Only includes first lien, home purchase and refinance applications for single family homes

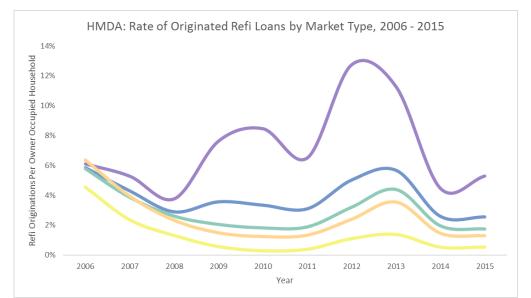
Mortgage Activity

*Only includes first lien, home purchase and refinance applications for single family homes





Home Refinance Origination Rate, 2006-2015*

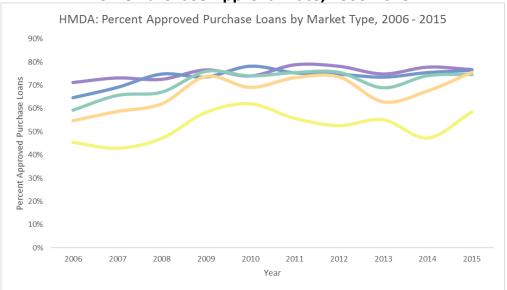




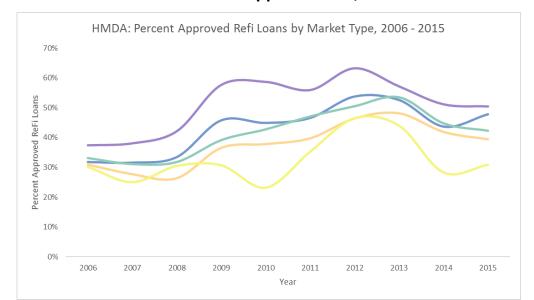
Mortgage Activity

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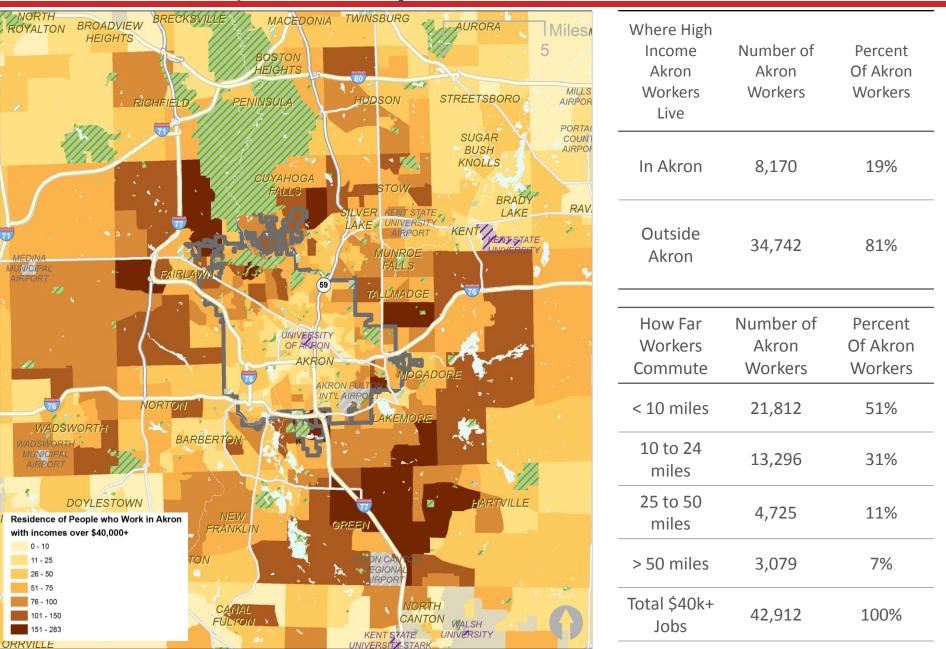


Home Refinance Approval Rate, 2006-2015*

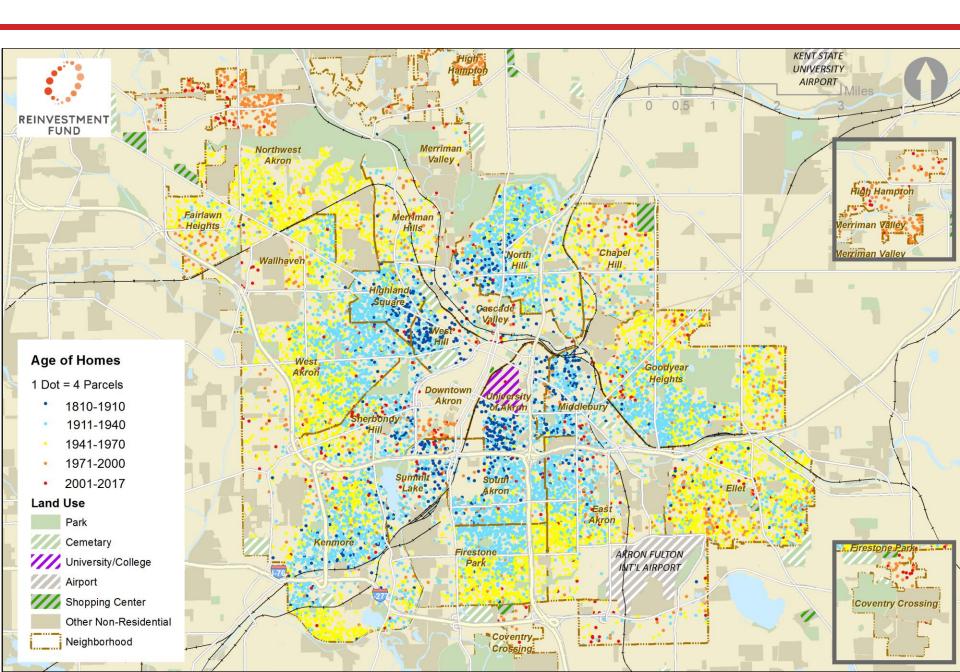




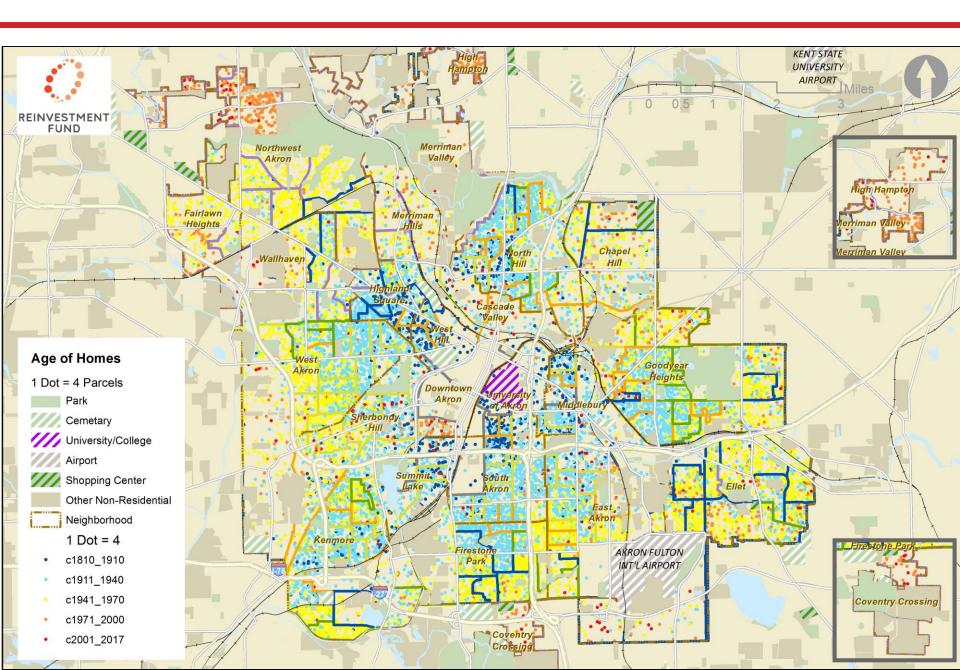
Residence of People who Work in Akron and Earn \$40,000+ Yearly Income



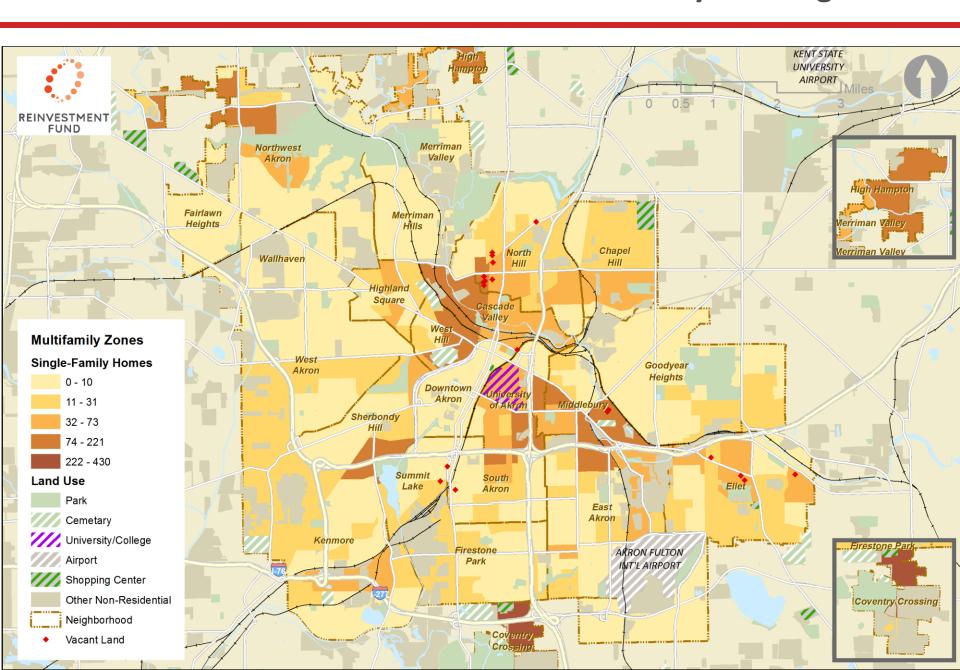
Year Built of Residential Parcels



Year Built of Residential Parcels with MVA Markets



Areas with the Potential for More Multifamily Housing





IV. Next Steps and Discussion

Using the MVA: Set Priorities by Market Cluster

MVA Market Types

Sample Activities	Α	В	С	D	E	F
Demolition of Dangerous Properties						
Encapsulation: Acquisition/Rehab						
Large Scale Housing Development (e.g., LIHTC)						
Land Assembly for Redevelopment						
Selective Enhancement of Lots		Are the	ere spec	ific stra	tegies	
Quality of Life Code Enforcement (broken window syndrome)		or interventions used in				
Nuisance Abatement	Akron tha		that we	can be	gin to	
Arts & Culture Programming		fill in o	n this sl	ide?		
Neighborhood Marketing Campaign						
Enhanced Public Safety Measures						
Support Nutrition Services						
Income Maintenance Programs						



Uses of the MVA



- Component of a local land banking strategy (Phila., NOLA)
- Guide capital budget (Detroit)
- Focus code enforcement (Phila., Baltimore, Indianapolis, NOLA)
- Benchmark quality of life measures (Phila.)
- Transportation planning (St. Louis)
- Target statewide Strong Neighborhoods Revolving Loan Fund (DE/DSHA)
- Inform LIHTC QAP (DSHA)
- Develop CDGB ConPlan / Comprehensive plan (Detroit, Wilmington, St. Louis)
- Assess changes in the market over time (Phila., Baltimore, Pittsburgh)
- Evaluate development opportunities (Pittsburgh, Phila., Houston, Detroit, St. Louis, cities in NJ)
- Target demolition and acquisition activities (Baltimore, Phila., Detroit, NOLA)
- Select transformative tipping point projects (Phila., Baltimore, Pittsburgh, NOLA)
- Engage partners philanthropic, non-profit, government in coordinated efforts to rebuild neighborhoods (Baltimore, Milwaukee, NOLA)
- Guide federal Neighborhood Stabilization Program Investment (States of PA & NJ, Houston, Detroit)

Reinvestment Fund's Policy Solutions Group

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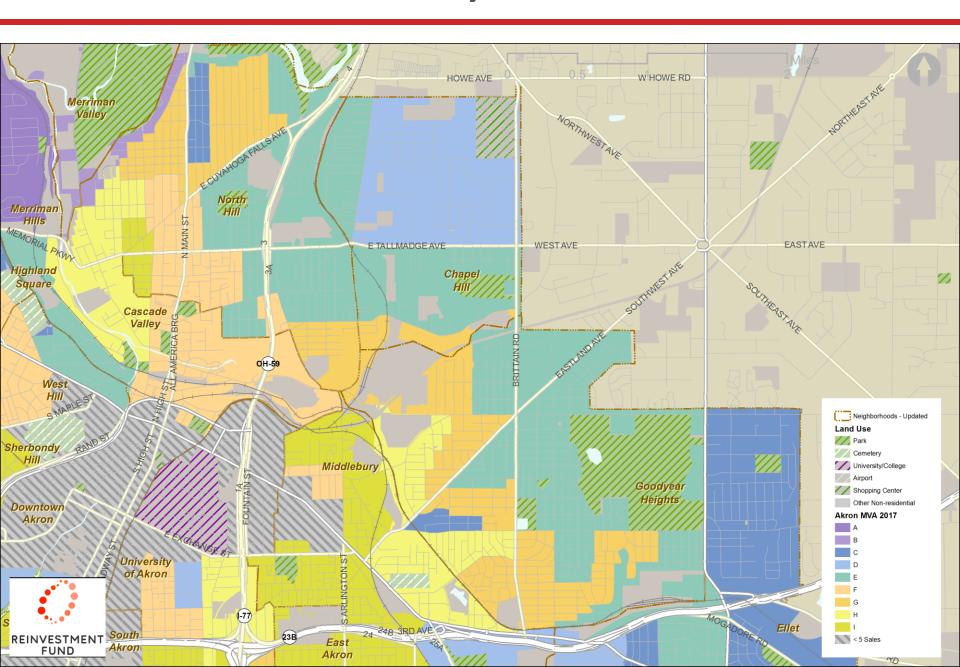
Reinvestment Fund's work the Akron MVA was received generous support from the JPMorgan Chase Foundation.



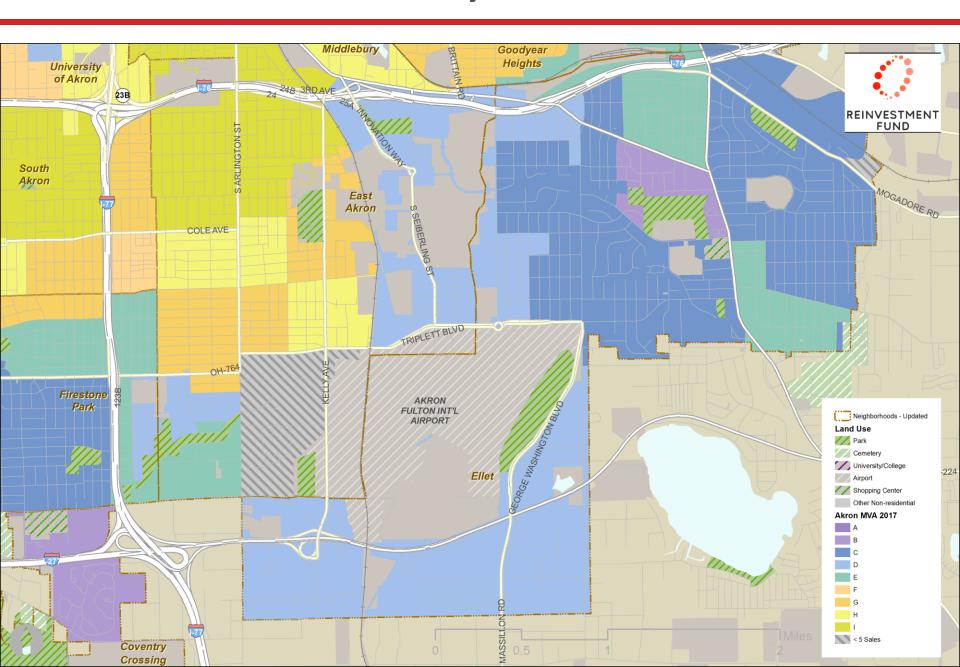


IV. Additional Slides

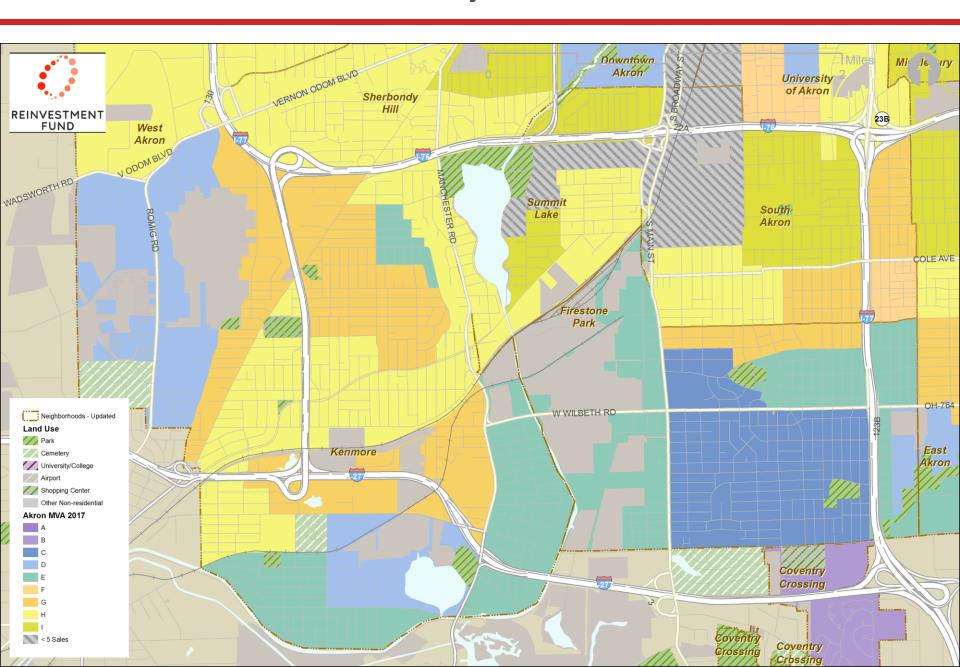
Akron Market Value Analysis – Northeast Akron



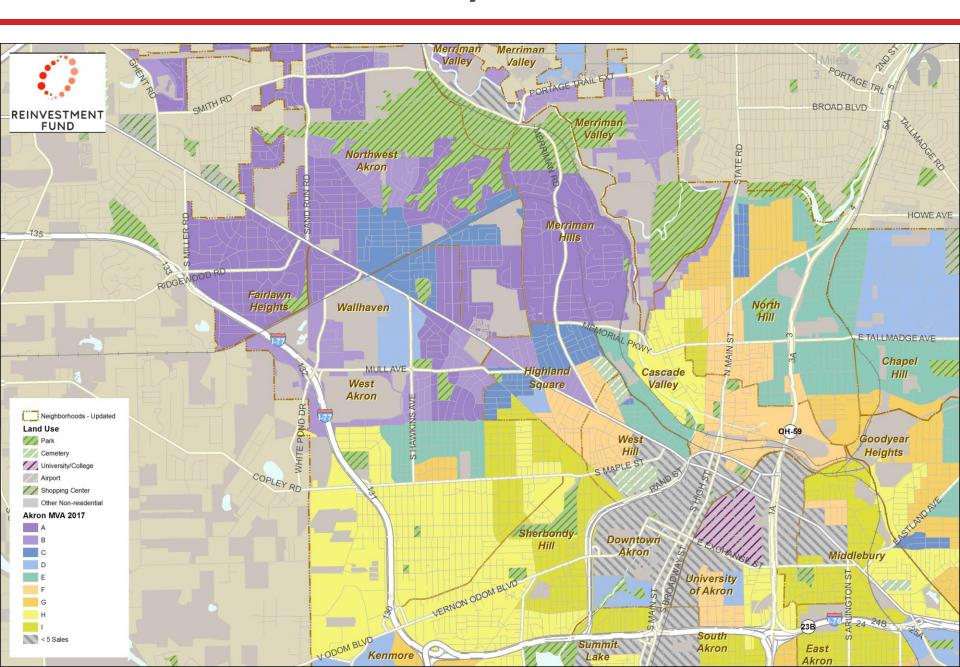
Akron Market Value Analysis – Southeast Akron



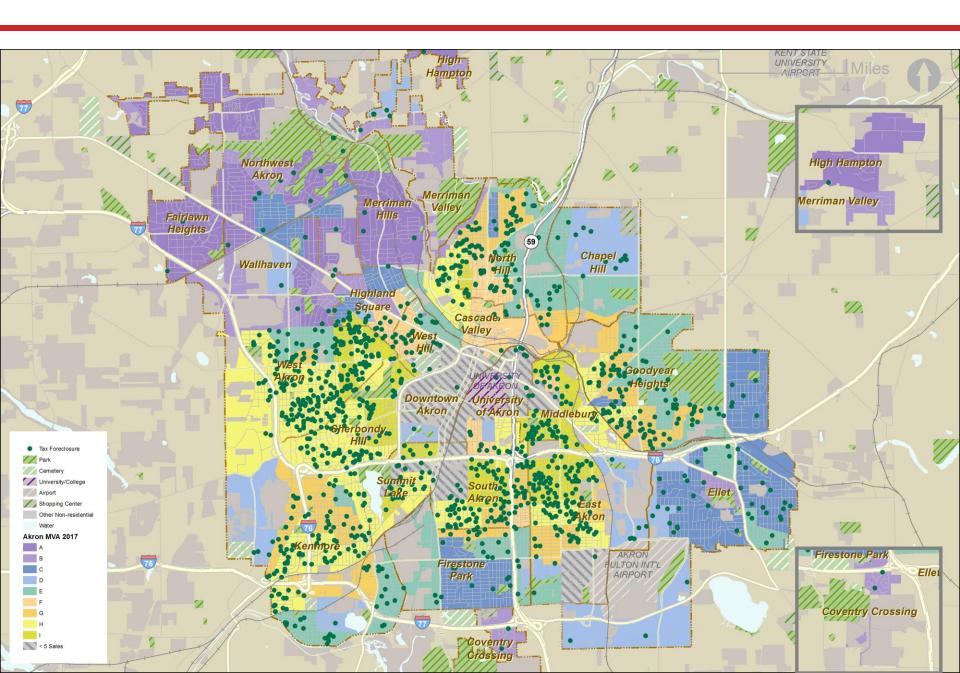
Akron Market Value Analysis – Southwest Akron



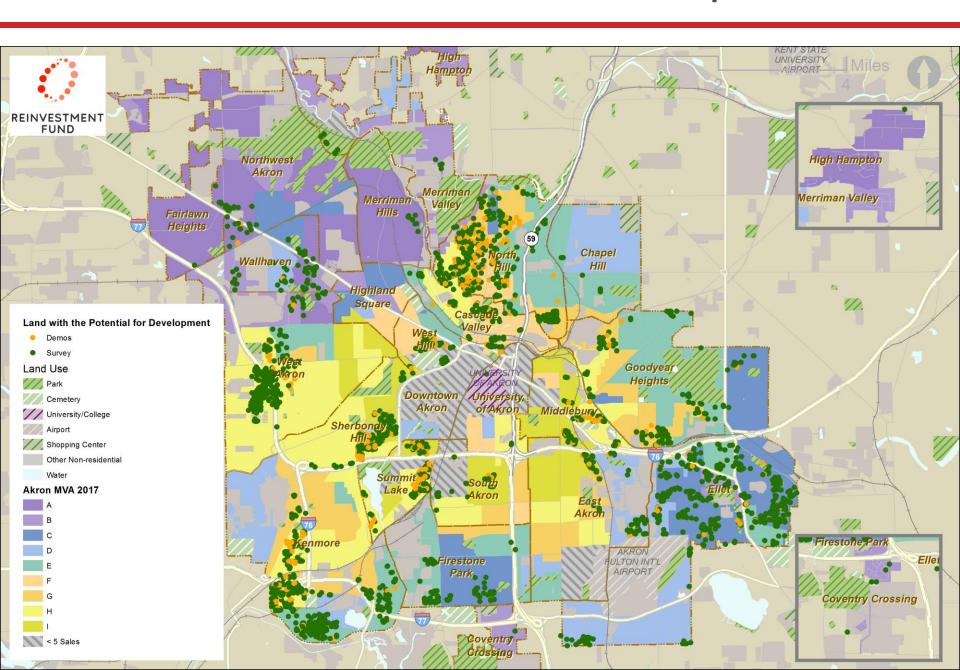
Akron Market Value Analysis – Northwest Akron



Tax Foreclosures



Location of Land with the Potential for Development

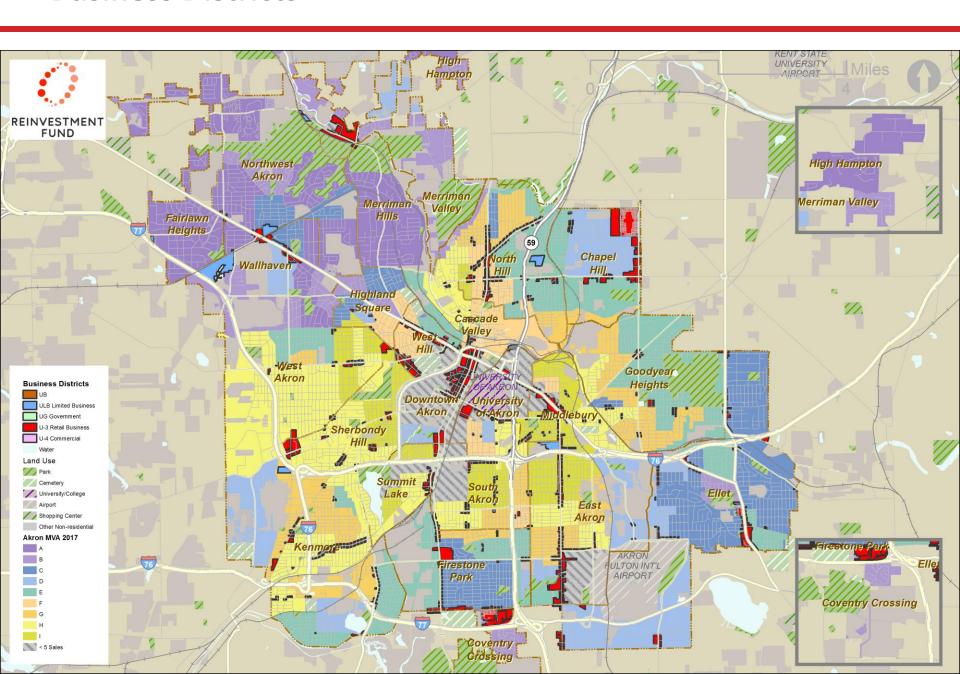


Counts of City, Land Bank, and Abandoned Properties by Market Type

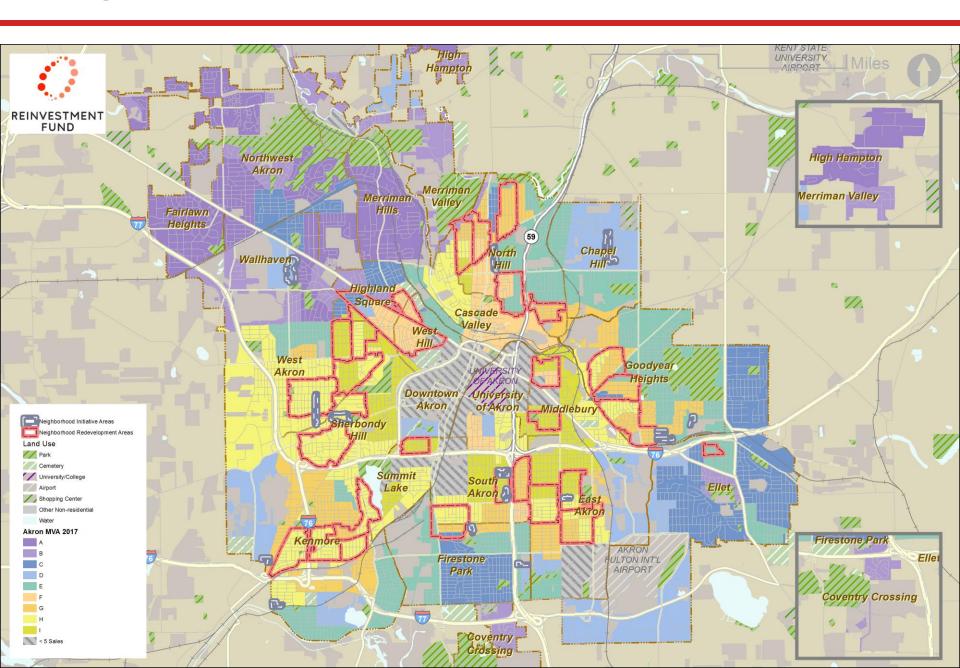
	Abandoned	Percent of Abandoned Properties	Tax Foreclosures	Percent of Tax Foreclosures	Developable Land	Percent of Developable Land
Α	0	0%	25	2%	63	2%
В	5	1%	27	2%	76	3%
С	16	3%	62	5%	365	13%
D	15	3%	52	4%	167	6%
E	39	7%	144	11%	345	12%
F	26	5%	82	6%	228	8%
G	73	14%	213	16%	284	10%
Н	150	29%	403	31%	841	29%
1	179	34%	270	21%	431	15%
< 5 Sales	20	4%	33	3%	99	3%
Total	523	100%	1,311	100%	2,899	100%



Business Districts



Neighborhood Investment Zones



Greater Ohio Policy Center Opportunity Category + MVA

Α	8
В	8
С	5
D	6
Е	3
F	8
G	1
Н	4
ĺ	6
	B C D E F

	Α	11
	В	6
	С	14
Poised	D	5
for	E	5
Growth	F	0
	G	1
	Н	10
	I	3

	Α	0
	В	0
	С	9
Futuro	D	3
Future	E	16
Hot Spot	F	8
	G	13
	Н	11
	1	2

	А	0
	В	0
	С	1
Dalam	D	3
Below	Е	9
Market	F	1
	G	17
	Н	19
	I	16



Greater Ohio Policy Center Opportunity Category + MVA

